

*multiple orders

SUB CLASS

CIRCLE ONE *NEW BUSINESS/WITH AGY=A / NEW BUSINESS/NO AGY=N

AMOUNT OF ORDER \$16,250 ADDRESS / NEW CLIENT ORDER STARTS 10/9/12

AGENCY NAME: Great American Media AGY # _____

ADVERTISER NAME: Democratic Senatorial
Campaign Committee ADV # _____

AGENCY ADDRESS: 1010 Wisconsin ave. _____

CITY Washington STATE DC ZIP CODE 20007

PHONE NUMBER _____ BUYER NAME Dan Nagelberg

GET FROM TRAFFIC * BRAND CODE _____ CONFLICT CODE _____

A/E NAME D. Clarke AGY COMMISSION YES/NO _____ REP # _____ OFFICE _____ SALESMAN# _____

CIA ACCOUNT _____ CREDIT APPLICATION NEEDED _____ LETTER OF LIABILITY _____

SALES MANAGEMENT APPROVAL _____ SALES MANAGEMENT APPROVAL MC71 _____

NOT NEW BIZ

NEW BIZ

REP- HEADLINE# 6135438
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 CREDIT ADVISORY: AGENCY CREDIT RISK !!! FAX# 703 528 7880
ORDER WORKSHEET

FAX# 703 528 7880
CREDIT RISK !!!
HARRIS REPORT FROM REP

MAY 7/12 12.40
*** WDCW-TV ***

REP. # OFF. # SALESMAN #
BUYER NAME DAN NAGELBURG
SALES PRSN WA- DAVE CLARK

CLASS: NATL. LOCAL REGIONAL
ICE) _____

REP: TO: NSA WDCW
FROM: GREG FOR DAV
NEW ORDER
TTL...\$16250...30X
THX PLS CFM, 5/7/1

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

DATE MAY 7/12 12.40

CO-OP BILLING NEEDED
*New bit date 10/10/13

1, 2, 7, 8 \Rightarrow :30s/:30s 
 15 \rightarrow NCAA SEC Football
 26 \rightarrow Sports Week

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS	WEEK /WK:	DAYS	TOTL: SPTS:
LINE#	:	:	:	:	:	:	:	:				
AGENCY ADVERTISER CODE =						AGENCY EST# = 1139						
AGENCY PRODUCT CODE =												
1	800A-900A	30		\$200.00		10/9	10/12	1		TU-F		1
PROGRAM : NEWS PLUS AN												
2	800A-900A	30		\$200.00		10/15	10/15	1		MON		1
PROGRAM : NEWS PLUS AN												
3	600P-630P	30		\$300.00		10/9	10/12	2		TU-F		2
PROGRAM : SEINFELD												

CF 7/18

REP HEADLINE# 6135438
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CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT

FAX# 703 528
CREDIT RISK !!!
HARRIS REPORT FROM REP

MAY 7/12 12.40
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REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

MAY 7/12 12.40
*** WDCW-TV ***

10/17/12 12.40
*** WDCW-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS: /WK:	WEEK INVNT	DAYS	TOTL: SPTS
16			900A-1000A	30		\$275.00	10/9	10/12	3		TUE-F	3
PROGRAM			JUDGE MATHIS									
17			1000A-1100A	30		\$275.00	10/15	10/15	1		MON	1
PROGRAM			PEOPLE'S COURT 10A									
18			1100A-1200N	30		\$275.00	10/9	10/12	3		TUE-F	3
PROGRAM			PEOPLE'S COURT 10A									
19			200P-300P	30		\$275.00	10/15	10/15	1		MON	1
PROGRAM			MAURY POVICH									
20			1230P-100P	30		\$250.00	10/14	10/14	1		SUN	1
PROGRAM			SPORTS WEEK									
CT/12			16250.00									
											CONTRACT TOTAL	16250.00
											TOTAL SPOTS	3

MARKET TOTALS \$541,666 WDCW 3% WJLA 21% WUSA 21% WRC 21% WTTG 32% WPXW 0% WDCA 2%
CABL 0%

SVC- NSI
DEMOS- RA35+*